

## AVAILABILITY

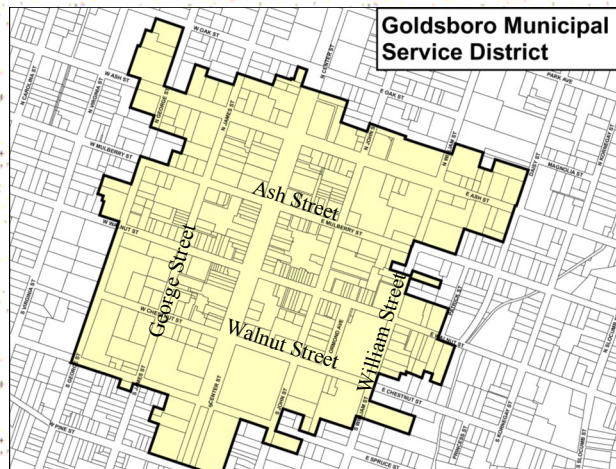
As payments are made back to the Revolving Loan Program, funds will be made available in the form of a loan for other downtown private investment projects.

## DOWNTOWN REVOLVING LOAN PROGRAM SOURCE OF FUNDS



Money for this program was made available by the North Carolina Department of Commerce

# 0-2% Interest Loan



## APPLICATIONS & DUE DATE

Applications are due by September 15, 2014.  
Forms are available upon request or are available at our website at [www.dgdc.org](http://www.dgdc.org)

## OTHER FINANCIAL INCENTIVES

The DGDC has other financial incentives to make downtown investment more attractive. Visit our website to access information about the Façade Grant and Business Incentive Grant programs.

2014 Call for Projects

# Downtown Revolving Loan Program

Downtown Development Office  
(919) 735-4959  
[www.dgdc.org](http://www.dgdc.org)





## LOAN TERMS

- 1) A 2% fixed loan will be amortized over a five (5) year period in equal payments.
- 2) Upon loan final payment, if all obligations of the project have been met, the interest will be reimbursed to the awardee, resulting in a 0% interest loan.

## ELIGIBILITY & CRITERIA

- 1) Private investment projects that occur downtown within the Municipal Service Tax District.
- 2) Private investment projects that directly support small business.
- 3) Projects that spur a 2:1 private investment return of the loan amount, for this Call of Projects, that equals \$40,000 over the five year project period.
- 4) Projects that create at least one (1) full-time job for at least one year.

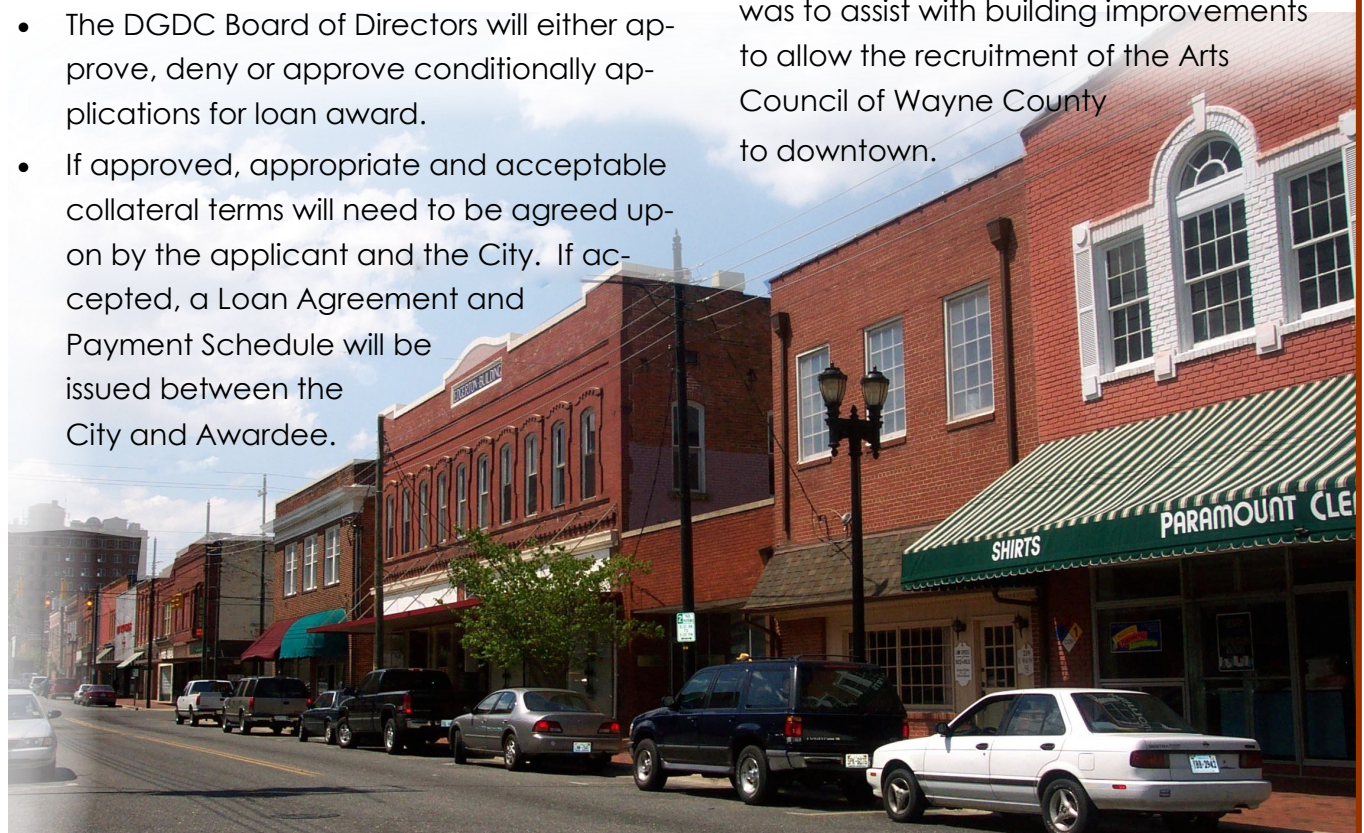
## PROCESS

This Call for Projects has limited funding, thus this is a competitive program. Loans are to support the strongest of project(s) in terms of impact to downtown, need, sustainability, job growth and private investment development.

- A call for projects will occur when adequate funding is available within the Fund; a minimum of \$20,000.
- Applications will be reviewed by the DGDC Economic Restructuring Committee and prioritized according to job creation, job retention, amount of private investment as well as other evaluation factors.
- The DGDC Board of Directors will either approve, deny or approve conditionally applications for loan award.
- If approved, appropriate and acceptable collateral terms will need to be agreed upon by the applicant and the City. If accepted, a Loan Agreement and Payment Schedule will be issued between the City and Awardee.

## PROGRAM HISTORY

The City of Goldsboro and the Downtown Goldsboro Development Corporation applied for and received grant funds in the amount of \$100,000 from the North Carolina Department of Commerce Main Street Solutions Program in 2011 to establish a Revolving Loan Program. These funds are to be utilized for projects that spur private investment in association with small business, create or retain jobs in association with small business, and; provide direct financial benefit to small business - all in downtown. The first project awarded was to assist with building improvements to allow the recruitment of the Arts Council of Wayne County to downtown.





## **DOWNTOWN REVOLVING LOAN PROGRAM 2014 APPLICATION**

### **Notes**

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- The Downtown Development Office will hold a Question & Answer Workshop August 14, 2014 from 12 to 1 pm in the Council Chambers in the historic City Hall at 214 N. Center Street. It is strongly recommended that any persons considering applying for this loan attend.
- Funding that supports the Downtown Revolving Loan Program was made available by the North Carolina Department of Commerce through a Main Street Solutions Grant awarded to the City in 2011. The first loan supported the relocation of the Arts Council to downtown.
- At the time loan payments are returned to the fund and a balance of at least \$20,000 is available, a new call for projects is released.
- The 2014 Call-For-Projects has \$20,000 available to award one loan for one project. Funds must be drawn upon within 12 months of Loan Agreement execution.
- This Call for Projects has limited funding, thus this is a competitive program. A loan(s) is/are intended to support the strongest of project(s) in terms of impact to downtown, need, sustainability, job growth and private investment development. A list of criteria that is utilized for consideration of a successful award is shared below.
- The loan(s) are not provided upfront. Awardees are required to submit invoices for work/acquisitions related to support the project to draw upon the loan source as needed to the Downtown Development Office. Checks to awardee will be provided for the amount of the invoice to support project costs. Loan payments by the awardee will begin upon the first check issued. Loan support will continue to support project costs upon invoices provided to the maximum loan amount awarded.
- Loan payments are made monthly by the awardee to the City Finance Department. Appropriate collateral and a Loan Agreement will be required.
- Loans are required to be paid back in 5 years or less and will be amortized according to the schedule in the Agreement.
- Loans paid back in five years or less will result in a reimbursement of the accumulated interest amount to the awardee upon final payment.
- Loans < \$25,000 require the creation of one full-time employee and the additional full-time employment needs to be retained for at least one year.
- A loan will only be provided to an applicant that can provide a 2:1 match of investment for the project.
- Loans are required to directly support small business development, expansion or retention.
- Loans are provided only to projects located in the Municipal Service District.
- Loans are provided only to persons with a reputable credit rating.
- Incomplete applications will not be considered for funding.
- Applicants are required to provide quarterly reports to the DGDC. A report form will be provided to awardees. Reports will require information on the use of the funds, employee status, profit and loss statement, and additional investment figures. Employment verification will require report from Employment Security Commission.
- Applications can be emailed to [erutland@goldsboronc.gov](mailto:erutland@goldsboronc.gov) or delivered to the office at 219 N. John Street, Goldsboro, NC 27530.

- Applications will be reviewed by the DGDC Economic Restructuring (ER) Committee. The ER Committee will make a recommendation to the DGDC Board of Directors at their September monthly Board meeting for action.
- Application and Business Plan contents will be treated with confidentiality by those involved in the review process, including the Economic Restructuring Committee of the DGDC and the Downtown Development staff. A copy of our policy signed by those involved in the review process is attached to this application for the current year.
- Applicants must submit with their completed application a detailed Business Plan and/or Project Plan as outlined in the section below titled Required Information.
- Applicants will be notified of awards by October 16, 2014.

## Application

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Applicant:

First Name

Last Name

Mailing Address:

Address

City

State/Zip

Contact Information:

Business/Home Phone #

Mobile Phone #

Email Address

Website Address

Social Security Number or Federal Tax ID:

Business Name:

Business Address (Current and/or Proposed):

Project Description:

Describe Need & Planned Use of Funds:

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What is the additional investment amount that will supplement this project?

Have these Funds Been Committed?      ☐ Yes      ☐ No      Please Explain:

What Do You Propose for Appropriate Loan Collateral:

What is Your Credit Score:      What, if any, Explanation is Needed:

Planned Hours of Operation:

Projected Project Schedule:

Proposed Pay-Back Schedule:      ☐ Five Years      ☐ 15 Years

Current Number of Employees:      Full-Time      Part-Time

Additional Number of Employees Created by Project:      Full-Time      Part-Time

Type of Business this Project/Loan will Support:

Is the Business Being Supported a New Start Up or an Existing Business?

Please Explain:

Have You Received this Loan Before?      ☐ Yes      ☐ No

Have You Ever Received Funds from Another Downtown Incentive Program?      ☐ Yes      ☐ No

Explain:

Describe Why You Believe Your Project Is Deserving of Support:

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## Project Review

*Please complete the checklist below.*

1. I rent the building the project will impact. \_\_\_\_\_
2. I own the building the project will impact. \_\_\_\_\_
3. The business this project/loan will impact has been in existence for three (3) years or more. \_\_\_\_\_
4. The business is a new start-up. \_\_\_\_\_
5. Are there exterior improvements being made to a building related to this project/loan? ☐ Yes ☐ No  
If so, explain: \_\_\_\_\_

6. The Project/Loan will support a business best defined as (*check one*):

*(If you have any questions regarding the correct classification, contact the City Planning Department for a review of your proposed business and request a use classification as defined in the Zoning Code)*

Assembly Hall/Coliseum/Civic Center	_____	Barber/Beauty Shop	_____
Church	_____	Clinic/Medical/Therapeutic	_____
Club/Lodge/Civic/Social – Non-Profit	_____	Clothing Alteration	_____
College/University	_____	Computer Operation	_____
Community Center	_____	Contractor Office/Storage	_____
Government Office	_____	Copy/Printer Service	_____
Museum/Art Gallery	_____	Crematorium	_____
Library	_____	Day Care Center (Adult)	_____
School – Fine Arts/Martial Arts	_____	Day Care Center (Child)	_____
School (Private) – Elementary/Secondary	_____	Dry Cleaning (Personal)	_____
Automobile Rental/Leasing (No Sales)	_____	Electronic/Appliance Repair	_____
Automobile Repair/Service/Inspection	_____	Health Spa/Fitness/Tan	_____
Automobile Washing	_____	Home Services:	
Automobile Washing (Hand Wash Only)	_____	carpet cleaning, home cleaning, interior	
Bank/Finance/Insurance Office	_____	design, locksmith, upholstery, personal	
Bank with Drive-Thru	_____	good repair	
Bail Bonding	_____	Laundry, Coin Operated	_____
Newspaper Office	_____	Offices:	_____
Shoe/Leather Repair	_____	Business, Medical, Professional	
Studio: Artist/Photographer	_____	Tanning Salon	_____
Telegraph/Messenger Service	_____	Upholstery Shop	_____



ABC Liquor Sales	___	Auto Parts/Supplies	___
Bakery	___	Convenience Store	___
Flea Market – Indoor	___	Food Stores – Retail	___
Gas Station (no major repair work)	___	Pawn Shop	___
Pet Shop (no outdoor kennel/animal storage)	___	Pharmacy (< 15,000 sq. ft.)	___
Produce & Fruits (within building)	___	Auto Painting/Body Shop	___
Retail – Furniture Sales	___	Greenhouse/Nursery	___
Retail Sales – Small Durable Goods	___	Ice Plant	___
Ex: clothes, household supplies, toys, art supplies, sporting goods, gifts, books, etc.		Arcade/Gameroom/Pool Hall	___
Retail – Large Durable Goods	___	Including places of entertainment with no ABC permit, bowling alley, miniature golf, etc.	
Ex: appliances, electronics, lawn mowers bicycles, etc.		Bar/Night Club/Pool Hall	___
Electronic Motor Sales/Repair	___	Including places of entertainment with an ABC permit, bowling alley miniature golf, etc.	
Bed & Breakfast	___	Bingo Game Est.	___
Extended Stay Hotel (30 days max.)	___	Motel	___
Restaurant – Drive-In	___	Restaurant/Employee Cafeteria	___
Restaurant – General	___	Theaters/Multiplexes	___
Tourist/Travel Agency (providing tours)	___	Tourist/Travel Agency (no tours)	___

## Required Information

Please indicate that each of the following items has been submitted with application.

- ☐ Business Plan – If the Project is being conducted to support a business, a Business Plan must be submitted. For more information on acceptable business plans, contact the Wayne Community College Small Business Center - Contact Charles Gaylor at 919-739-6941 or [cpgaylor@waynecc.edu](mailto:cpgaylor@waynecc.edu). Other acceptable formats and free templates can be found at:
- <http://web.sba.gov/busplantemplate/BizPlanStart.cfm>
  - <http://www.score.org/resources/business-plans-financial-statements-template-gallery>
  - <http://office.microsoft.com/en-us/templates/business-plan-for-startup-business-TC001017520.aspx>

The Business Plan shall address all of the following items: Exterior Façade Plan, Interior Floor Plan, Marketing/Advertising Plan, Financial Plan, Customer Profile/Target Market, Supplier Profile and Operation Plan Omission of any of the requested items with your application will result in a lower evaluation score by the committee.

- ☐ Exterior Façade Plan – Please submit a drawing or pictures of storefronts or facades that you plan to duplicate illustrating the curb appeal measures you will implement including signage. If assistance is needed, contact the DGDC office and request Design Committee assistance.
- ☐ Interior Floor Plan – Please submit a drawing and/or pictures of your plan to display merchandise and/or arrange the layout of the interior space. Drawings should be to scale. If assistance is needed, contact the DGDC office and request Design Committee assistance.
- ☐ Marketing/Advertising Plan – Please submit a plan that addresses your planned approach toward marketing and advertising. Include type, frequency, and costs. Also address communication and networking plans. Indicate planned memberships, networking or in-house education events, access/use of computer, email/website accounts, etc. Include evidence of your market research.

Please briefly describe your target customer base. Make sure you are prepared to logically explain and demonstrate a link between how your marketing plan will reach this target customer base.

- ☐ Financial Plan – Please submit financial plans and pro formas separately if not incorporated into the Business Plan and that a debt schedule is articulated. Free templates can be accessed at: <http://office.microsoft.com/en-us/templates/pro-forma-balance-sheet-TC101877362.aspx>.
- ☐ Employee Profile – Briefly describe job descriptions, skill set, number of employees, training plan, and target employee profile.
- ☐ Customer Profile or Target Market – Briefly describe how your business will reach a target market and describe who this target market is and what the customer profile characteristics are in order to demonstrate your understanding of your customer base.
- ☐ Supplier Profile – Briefly share the decision process on selection of suppliers.
- ☐ Operation – Make sure operating hours and days are detailed in Business Plan.
- ☐ Project Plan – If the Project involves construction, a Project Plan must be submitted. Items that need addressed in the Plan include a description of work to be conducted, a budget for materials and labor, a schedule detailing the milestones of construction activity, a statement of assurance that all applicable building code requirements will be met and a statement that all applicable design and Historic District requirements will be met.
- ☐ I have read the Revolving Loan Program Brochure and Application. I understand the process, and that awards are competitive, based on available funding and content of Application, Project Plan and/or Business Plan, and are awarded at the discretion of the DGDC Economic Restructuring Committee and DGDC Board of Directors upon review and analysis.

### Signature Statement

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By signing below, you indicate that all of the above information you have provided is correct and true to the best of your knowledge. Please indicate which statement is true below with your signature:

- The Revolving Loan Program was a consideration in my decision to relocate, start or expand a business in downtown Goldsboro.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

- The Revolving Loan Program was not a consideration in my decision to relocate, start or expand a business in downtown Goldsboro.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

### Reference Information

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Please refer to the list below of potential regulations or resources that are typical to opening a business.

**Business Inspection:** A Business Inspection is required if a use has not been operated in the building to be located or your use is a change of use from that which was in operation immediately prior to. Business Inspection includes a Fire Inspection and the cost of that is covered. Contact Inspections Dept., 580-4376.

**Fire Inspection:** Required if a Business Inspection is not performed. Contact the Inspections Department at 580-4376.

**Building Permit:** Based on proposed construction cost. Inspections Department.

**Sign Permit:** Fee based on cost of sign. Contact the Planning Department at 580-4333.

**Certificate of Appropriateness:** Required if exterior building improvements are to be made to a building located within the Historic District boundaries. Contact the Planning Department at 580-4327.



Confidentiality Policy & Statement

The DGDC ER Committee and the City of Goldsboro Downtown Development staff will treat the contents of your application and the submitted Plans with respect and confidentiality. The undersigned represent the current members of the ER Committee and the Downtown Development staff and by their signature, attest that they will not discuss or share any contents of the application or Business Plan with any other non-member of the review team, unless otherwise authorized by the applicant. Doing so, may require termination from committee and DGDC Board membership, if applicable. The intent of obtaining this information is to assure proper use of funds, secure a thoughtful investment that will result in long-term sustainability and improve downtown’s retain/business mix for its benefit and allow the review team the opportunity to actively engage in assisting the applicant a well-planned investment.

Andrew Jernigan, Chairperson	Charles Gaylor, ER Committee Member
Ed Swindell, ER Committee Member	Jennifer Collins, ER Committee Member
Richard Gower, ER Committee Member	Angel Wright-Lanier, ER Committee Member
Ernest Mansour, ER Committee Member	Julie Metz, Downtown Dev’t Director
Terry Cottle, ER Committee Member	Meg Gernaat, Downtown Dev’t Staff
Judith McMillen, ER Committee Member	Elizabeth Rutland, Downtown Dev’t Staff
Regina Lesnau, ER Committee Member	